



Social Security E-Newsletter “How-To”

As you know, younger Americans can be difficult to locate and communicate with through traditional direct mail because they change addresses, phone numbers and jobs more often than older Americans.

However, young Americans are critical to the Social Security debate and it is imperative that Democrats reach out to them and explain the tremendous costs of Republican privatization proposals and how those costs would largely fall on their shoulders. E-mail represents an alternative means of communication with this mobile but tech-savvy younger generation.

The attached Social Security e-newsletter template and “How-To” guide provides you with a cost-effective way to effectively communicate with young people in your District on this issue via e-mail, as well as on other issues in the future.

GENERAL HOW-TO

Vendors can provide Members with the email addresses and the mechanism to communicate with targeted younger constituents. The typical Congressional office should have between 7,000 to 15,000 email addresses for 20 to 30 year olds. This is based on an estimate of 20% of acquired email addresses in a typical congressional district will fall into this age range. Vendors generally find 25,000 to 50,000 email addresses for a Congressional district.

Step One

Your office supplies a vendor with a list of 20 to 30 year olds in your district. This list could be queried from your in-house voter file, purchased from the Secretary of State or State Party or acquired through a voter file vendor. Costs and timeline vary based on the method of acquisition; depending on the state and method of acquisition, this step could take 5 to 7 days.

Step Two

Once the targeted constituent list is compiled, your vendor will run it through an e-mail append process. This should take 5 to 7 days and will yield a voter file matched with email addresses.

Step Three

Once the e-mail append process is complete, your vendor will work with your office to personalize the attached e-mail template with your contact information and picture and deliver it to the targeted constituents. Generally, 48 to 72 hours after the e-mail is sent, vendors can provide your office with a report on the number of emails opened, clickthrough rate, etc.

Cost

Estimated cost: \$1000 (this cost excludes acquisition of voter file, which can be negligible, but varies depending on state and method of acquisition)

Please contact the Office of the Democratic Whip at 225-3130 if you need assistance in locating a vendor who provides e-newsletter services or would like to use this template as a direct mail piece instead.